

Labor Market Information Division (LMID)
Advisory Group Meeting
September 19, 2001
LMID Conference Room 2-3
Sacramento, CA
Meeting Minutes

Attendees:

Nelson Anthoine, North Central Counties Consortium, LWIA
Alicia Bugarin, California Research Bureau
Doug Gray, General Business Services
Naomi Hamamoto, E.D.D. Marketing/CEAC
Warren Jensen, CSU Chico, Center for Economic Development
Marilyn Jorgensen, California Community Colleges Chancellor's Office
Greg Marutani, Private Industry Council of San Francisco
Beverly Odom, California Workforce Investment Board
Dennis Reid, Bureau of Labor Statistics, San Francisco
Eileen Rohlfing, E.D.D. Job Services Division
Alice Seamans, E.D.D. Marketing and Constituent Services
Bob Schallig, California Department of Education
Patti Young, E.D.D. Information Technology Branch

Recorder: Laura Coleman

Facilitator: Bonnie Graybill

Welcome:

Bonnie Graybill welcomed all the members present, and explained that due to recent events, members from southern California were unable to attend. The attendees introduced themselves since there were several first time attendees.

Review of June 14, 2001 minutes:

Nelson Anthoine clarified his comment from page 3 of the June minutes, noting that in addition to employers and job seekers, Synergy should also expand their interviews to include high school and college career counselors. (Our contract with Synergy is completed, but the suggestion is noted, and will be considered in other instances in which we are getting customer input.)

Update of the changes on the agenda: none

Agenda Topics

Report on the State Board

Beverly Odom, California Workforce Investment Board

Beverly Odom summarized the State Board's ongoing activities. Copies of her notes were distributed by e-mail.

Comments:

Richard Holden: How much funding? [WIA allocation of governor's discretionary fund]

Beverly Odom: Not sure yet.

Bob Schallig: Which item referred to the youth system?

Beverly Odom: California Youth Council (CYC) and the Youth Institute. There is an initial meeting in November with the CWA , New Ways to Work, and area groups to assess the CYC.

Doug Gray: Can the members get a copy of Beverly's notes? In the San Diego meeting of the state board, what was covered, what was done? Could we get something sent via email on that? What senior interests/issues are addressed by WIA?

Also, in light of the events of September 11, will the WIA board address the issue of fallout?

Beverly Odom: Certainly. A document addressing those questions can be worked up and distributed via Bonnie and email.

Regarding the question of any actions following the 9/11 events, Bev sent a follow-up e-mail. She said that per Executive Order D-45-01 Governor Davis waived the one-week waiting period normally required for collecting unemployment insurance benefits. This should speed up payments to dislocated workers. To find a copy of the Order, go to the Governor's Web site at <http://www.governor.ca.gov>, then click on "Press Room", then "Executive Orders". If you have any questions, please email or phone Beverly at (916) 324-3043 or bodom@cwib.ca.gov.

Doug Gray: In regards to the WIA state level customer satisfaction survey, why the low response rate (52%)? What does the State Board plan to do to increase response rate?

Beverly Odom: The survey was started late. Responses were generally positive.

Bonnie Graybill: This was a telephone survey?

Beverly Odom: Yes.

Doug Gray: What are the repercussions of such a low sample? Will the DOL accept 52% when the standard is 70%?

Beverly Odom: We're working with DOL on this.

Nelson Anthoine: Career center staff should look for other sources than ETPL, such as the California Training and Education Providers (CTEP) database.

Beverly Odom: We're exploring the best means of delivering the information.

Greg Marutani: Perhaps, with the consensus of the advisory group, we could put forward a suggestion. Either merge the two (ETPL and CTEP) databases or scrap both and set up a new database. Why have two? Periodic online updates of one database would be more efficient.

Richard Holden: There should be an effort to look at taking advantage of both systems. CTEP has useful data, but is not the right system for ETPL data.

Nelson Anthoine: Plus, the schools included are limited; some schools are not Bureau of Private Post Secondary Vocational Education (BPPVE) approved.

Greg Marutani: Both are dependent on availability of information; data is collected, but dependent upon publication release.

Richard Holden: Can we get an update from E.D.D.?

Beverly Odom: I can look into that and update you at the next meeting.

Richard Holden: We have developed a similar product in CaCTIS, combining training provider information linked with LMI and specific jobs. Also, the workforce informer could be used as a sort of template for a new system, integrating CTEP.

Marilyn Jorgensen: Is the specific program listed as approved versus the entire college? Aren't approved programs required to have 18 units or more?

Nelson Anthoine: Yes, there are a number of programs that only require 6 to 18 units for a certificate of training.

Greg Marutani: The advisory group could suggest someone look into the feasibility of merging the CTEP and ETPL for customer satisfaction.

Nelson Anthoine: College and high school counselors would appreciate it.

Greg Marutani: Workgroup recommendation: is customer satisfaction an issue?

Richard Holden: Consideration should be given to merge. Customer services would be a consideration.

Beverly Odom: Perhaps we could have a team come in and discuss it?

Bob Schallig: What are the realistic outcomes for our clients? Will we be meeting the needs of people with the integration? We need to keep in mind the difference between bureaucratic timeliness and meeting the needs of the people. As a philosophy of the LMI advisory group, are we putting out information to meet the needs of the people versus the bureaucrats? Keep in mind the realities of

useful information, in relationship to timeliness and skill needs. I'd like to see LMI integrated into curriculum.

Doug Gray: Thanks to Beverly Odom for the excellent information.

Government's Office of Innovation, Portal Standards

Eric Scott, Department of General Services

Paresh Shah and Anupam Rawla, Deloitte Consulting representatives

This presentation outlined the general plans and goals behind the introduction of the ca.gov portal and the subsequent executive order.

Comments

Alice Seamans: What departments are utilizing this already?

Eric Scott: So far the Governor, of course, and Mrs. Davis. Also the Department of Tourism, Trade and Commerce, and the Flex Your Power program.

Beverly Odom: From a customer perspective, I have experienced some disorientation when using the site. I did not realize I had left the ca.gov site as I navigated through, which I think is how it is supposed to work.

Eric Scott: Exactly.

Bonnie Graybill: How were usability issues addressed?

Eric Scott: We have met ADA accessibility standards.

Nelson Anthoine: As far as the interactive capabilities, who handles that, if anyone? Is there assistance available?

Paresh Shah: The California Film Commission has incorporated some interactive qualities into their site.

Eric Scott: But assistance is only provided if you host on the portal.

Alice Seamans: Is there content assistance?

Eric Scott: We provide the tools only; content is the responsibility of each owner or department.

Eileen Rohlfing: What about funding? How is this paid for?

Eric Scott: Each department may be billed for expansion expenses, should the need arise. The rest is leveraged throughout all users. Currently, we are working with the Department of Finance as to maintenance costs.

Bob Schallig: It seems to me that the quality of content will raise a need for qualified staff.

Bonnie Graybill: We are experiencing that, regardless of the portal, as we move from data delivery to more analytical products. This is a developmental process for staff.

Greg Marutani: Will this eventually extend to counties?

Eric Scott: Yes. That is the ultimate goal. We are offering the opportunity to counties right now. So far one county has signed up to integrate.

Greg Marutani: My concern is that the quality falls to each department; won't this incur hidden costs? And consistency issues?

Bonnie Graybill: There are standards out there that state websites must adhere to, in order to provide consistent look and feel .

Eric Scott: We do the look and feel of the project; individual departments own the content and control the quality.

Greg Marutani: I am thinking about the cost for training existing staff and the cost of hiring new staff.

Eric Scott: This is a process of baby steps.

Greg Marutani: So far there is a cost to participate and a cost to train, not to mention the cost of keeping and recruiting staff.

Bonnie Graybill: As to that, moving into the 21st century and keeping up with advances in electronic development already require this type of web service, whether or not we move to the portal. The costs and reorganization are necessary anyway.

Paresh Shah: With this project we are talking about shared services, which should mean lower costs and staffing.

Doug Gray: How will this happen if agencies don't buy in?

Eric Scott: Our vision is in the early stages of development. Right now, we are concerned with taking baby steps. First we build the foundation and the architecture, then we move on to other concerns. For example, Yuba County doesn't "buy" a portal, it buys space at a portal. Another option is for the portal to contain links, say to LMID, but does not require LMID to participate.

Doug Gray: How does this get marketed to business people?

Eric Scott: By providing one window to access sites, instead of requiring the layperson to input individual addresses and multiple searches.
We reorganize the site, making it more accessible. Our next step involves what you describe, the ultimate vision.

Paresh Shah: Please visit the site and then forward your thoughts and comments to our webmaster.

Bonnie Graybill: As a customer, I found I had trouble finding familiar things. It was not what I was used to.

Nelson Anthoine: Since this essentially is an executive order, the first part anyway, how is the legislature involved? Politically speaking?

Eric Scott: The executive order specifically only states that departments are web enabled.

Nelson Anthoine: Governor only? Or state assembly and senate as well?

Eric Scott: Our portal provides direct links to the legislative branch.

Eileen Rohlfing: Is there a scope or scale to your long-term goal?

Alice Seamans: In regards to allocation of staff and shifting of services, how are departments compensated for that?

Eric Scott: We would rather encourage people to voluntarily join. The cost is leveraged over all participants, rather than each purchasing the same item at full cost, so it is cost effective. Keep in mind the big picture versus the little.

Alice Seamans: I can see that there will be some reluctance at first. Possibly more information would make the move more approachable to prospective members.

Greg Marutani: How does this affect personalization issues?

Warren Jensen: Target the customer. The look and format may be unfamiliar to a layperson, but it retains the same content.

Paresh Shah: Access is available both ways, through the portal and by each department's individual website.

Eric Scott: We advise you to visit sites from both directions and compare the usability.

Aging Workforce Presentation

Judi McClellan, LMID

Judi McClellan presented "The New Workforce: Age and Ethnic Changes." Some of the content discussed involved the aging Baby Boomer generation and the impact of their retirement on the labor force, including global, national, and state level consequences. Following age groups—Baby Busters and Echo Boomers—are smaller in number, resulting in less workforce to serve employment needs.

The transition of such a large group out of the workforce will put tremendous strain on employers to retain, recruit, and train new and existing employees. At the same time, some Boomers may be unable or unwilling to retire. In that case, employers may need to reassess benefit programs, training programs, and traditional work schedules to attract and accommodate older workers.

Other topics covered included the role of California as the nation's leader in sustaining a younger, more diverse workgroup.

Comments

- Alicia Bugarin: What does this mean for state workers? What percent are baby boomers and coming up for retirement?
- Judi McClellan: The average age of a state worker is 40 or older. This introduces a number of issues for state employers, resulting from things like hiring freezes and the competition from the private sector. As far as I know, the Department of Personnel Administration has not addressed this potential problem yet.
- Eileen Rohlfing: What about the income levels of retirees now as compared to twenty years from now?
- Judi McClellan: Boomers may have to or may want to extend their working years.
- Bob Schallig: Does this indicate that the private sector may have to transition from a contribution retirement plan to a benefit plan like the state's?
- Judi McClellan: Traditional private retirement packages will most likely have to be altered to be more attractive to employees.
- Doug Gray: I have two issues. One, is there legislation in the works regarding raising the retirement age? And two, how does this affect benefits plans as to whether they extend over a person's lifetime keeping up with inflation?
- Judi McClellan: The data shows that it is vital to keep baby boomers in the workforce longer, so I am sure these issues will have to be addressed by both private and public sectors.
- Marilyn Jorgensen: What about the educational factors?
(discussion regarding the different ages considered senior versus retired)
- Bob Schallig: What kinds of age discrimination issues do you think are at issue here? Is the full paper available on the website?
- Greg Marutani: Does the paper deal with issues more specifically, other than graphically?
- Bonnie Graybill: The research paper is available on the CALMIS website. (Go to <http://www.calmis.ca.gov/specialreports/Aging-Workforce.pdf>) We will also send out Judi's slides to anyone who is interested.
- Brandy Daniel: In the e-newsletter from a few months ago, there was a good article on this topic. It had links to age by occupation data and economic output.
- Bonnie Graybill: Archived e-newsletters are available on the CALMIS website. (Go to <http://www.calmis.ca.gov/htmlfile/E-Newsletter/BackIssues.htm>)
- Bob Schallig: That would be very helpful.
- Brandy Daniel: The article also contained advice about hiring in the public sector.

State of the State's Labor Markets (SOSLM) — Labor Day

Janet Austin, LMID

Handout: State of the State's Labor Markets, June 2001

Handout: State of the State's Labor Markets, Late 2001

- Chapter outlines with brief topic descriptions

Janet Austin presented and discussed the finished State of the State's Labor Market report. She briefly summarized the history of the project, the goals of the project, and some of the feedback and changes that have influenced this year's report.

An electronic copy of last year's report (June 2001) is located on the LMID website. Staff projects the next report to be finished in December 2001. Suggestions and feedback are encouraged.

Comments

- Greg Marutani: I noticed the difference in the issue date versus the data year. Is this something you are trying to reconcile? Also, I think it could benefit from additional information, say links to smaller areas and maybe a glossary. Why

did you choose to print only on one side of the paper? Why is it not double-sided?

Janet Austin: (Janet explained that there was a lag between completion of the report and final clearance to publish.) The one-sided printing was a formatting issue. We chose not to take the time to reformat when the product was finally approved for publication.

Doug Gray: Is this on the web? (Answer "Yes" Go to <http://www.calmis.ca.gov/specialreports/SOSLM-June2001.pdf>)

Beverly Odom: Do you update portions of the report as the new information becomes available [online]?

Janet Austin: That is under consideration right now.

Greg Marutani: Well, even if the data is considered "older," the trends should be similar; this report is helpful to understanding overall, even if data is not current.

Alice Seamans: It presents a picture of time.

Greg Marutani: Yes, understanding the relationship between numbers and what they represent. Digestible for WI boards. It also makes it easier for laypersons to digest.

Bob Schallig: I noticed the analysis of skill needs in the report; does it also address skills preparation?

Janet Austin: We provide information regarding the aggregate levels for existing and growing occupations, say whether they require a 4-year or 2-year degree.

Greg Marutani: How do the recent events in New York City and Washington D.C. enter in here? Will there be an adjustment made for that situation? Perhaps adding a general disclaimer that the data/analyses were prepared prior to those events, etc.. (Reply: "Good suggestions.")

Warren Jensen: This report is very well done, easy to read, and informative.

Beverly Odom: We have found it very useful already.

Alice Seamans: What is the distribution system for it?

Janet Austin: We have a mailing list right now, basically covering the state libraries and WIBs.

Alicia Bugarin: We get lots of requests through the State Library for it.

Introduction of the Conversion to the North American Industry Classification System

Dennis Reid, BLS

Handout: Implementation of NAICS

- Copy of Powerpoint slide presentation

Dennis Reid from the Bureau of Labor Statistics gave a presentation about the conversion to the North American Industry Classification System. Incorporating industry classifications from the U.S., Canada, and Mexico, NAICS 2002 is the first revision since the 1997 NAICS. The NAICS distinguishing concept is to group establishments by production processes, emphasizing new and emerging industries, high-technology industries, and service industries. Industries impacted by NAICS 2002 include: construction, wholesale trade, department stores, electronic shopping and auctions, and information.

The published manual of the NAICS 2002 version is expected to replace the NAICS 1997 sometime this fall. The next revision is scheduled for the year 2007, and is expected to include a complete restructuring of "distribution network" industries: wholesale, retail, transportation, and warehousing.

Comments

Beverly Odom: A question regarding the industry occupational matrix. How will this NAICS conversion link to occupational products?

Dennis Reid: How will the different programs integrate? I don't know.

Warren Jensen: What about getting data in the future? By super sector or more defined?
Dennis Reid: Depends on the state. Probably super sector for all, more detail is up to each state's confidentiality standards.
Warren Jensen: Counties?
Dennis Reid: Ongoing and new data should have good detail; historical data would be more difficult.
Warren Jensen: (On the warehousing move) good idea to move that to another sector.
Bonnie Graybill: Southern California (members) really missed out.

Wrap up:

+	Delta
Handouts, other material	Marilyn's last meeting
Presentations	Parking (after lunch)
Parking (before lunch)	

Next meeting:

Wednesday, January 9, 2002; 9:30 AM to 3:30 PM

Agenda:

- NAICS to SOC by 2004 (Ken Budman)
- Update on the State of the State's Labor Markets report.
- ETPL/CTEP: Joint report by State Board staff and Workforce Investment Division .
- Information on the effects of September 11 events
- Pending legislation?